

# Brand Mark. Vertical Format.

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## 1. Clear space

To maintain the integrity of our brand mark no other element should come within this area. Clear space is measured by two times the 'O' of 'OTAGO'.

## 2. Minimum size

The vertical brand mark should not be reproduced at a size smaller than 20mm wide.

## 3. Colour reproduction

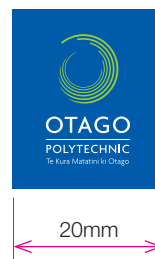
The vertical brand mark should not be reproduced in any colour other than the formats shown. Namely, our standard two colour format of Pantone® 286 and 376, or one colour version in Pantone® 286 or black only.



Colour	Pantone®	CMYK	RGB
OP Blue	286	100/70/0/0	5/80/155
OP Green	376	45/0/100/0	175/195/45



2.



3.



### Two colour version.

This is the preferred colour reproduction of the brand mark.



### One colour version.

When the brand mark must appear in one colour, it is preferable that it appears in OP blue.



### One colour version.

Black is the only other acceptable one colour option for reproducing the Otago Polytechnic brand mark.

# Brand Mark.

## Descriptor format.

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School names and programme names can lock up with our brand mark in the following format.

### Measurements

We use a measurement of X - where X is equal to the distance between the baseline of the last line of copy in our wordmark and the bottom edge of the bounding box.

The line weight equals the line separating 'OTAGO' and 'POLYTECHNIC'.

### Typographic formats

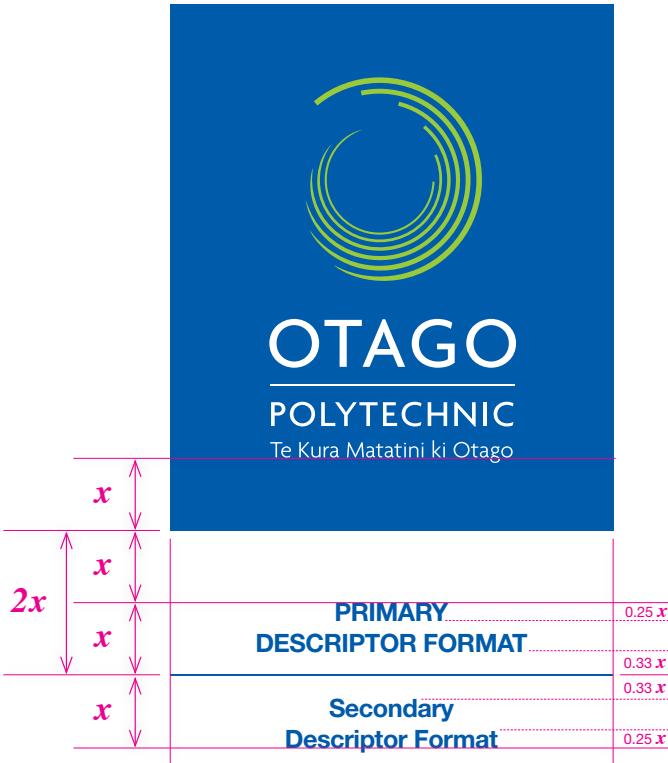
The primary descriptor must be set in all caps at a height equal to  $\frac{1}{4}X$ . The secondary descriptor in title case at a height equal to  $\frac{1}{4}X$ . The construction logic allows for line lengths to be two lines deep (shown in example 1). However, should the text only occupy one line, the primary descriptor should be bottom aligned, and the secondary descriptor top aligned (as shown in example 2). In examples where we need three lines of copy we always keep the horizontal divider line in the same position (see following page for example).

### Please note:

1. Descriptor width, including copy and line equals the width of the housing device.
2. Descriptor width, including copy and line equals the width of the OP wordmark

All other rules remain equal.

### 1. Positive format



### 2. Reversed format

